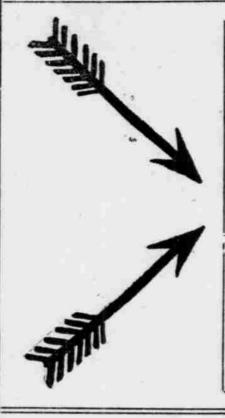
THE NEW YORK STORE'S ANNUAL



SO THE PEOPLE MAY KNOW!

It is not so much what we say, as what we do, and it's not so much what you pay as what you get, that makes the New York Store the best store to

Values are rich-marvelously rich. Not one of them is exaggerated. The tendency is to understate, rather than to overstate. In short, our advertisements are statements of plain facts and we live up to them.

THE SALE WHICH SIDETRACKS EVERY OTHER BEGINS SAT

It has the right of way by virtue of the superior quality and styles involve of the season. Another glorious demonstration how utterly impossible it begin to inventory our stocks. Every yard of goods must be measured an mum, to save time and labor, and to eclipse all former selling records, we cause experience has taught us that such heroic measures alone will accom money than to list stocks. ¶Read carefully every line of this ad.---avail Come! It'll pay you handsomely. But please don't forget to bring along

entire stock of

Hand Bags

Ribbons

THOUSANDS OF YARDS ALL SILK RIBBONS-Comprising plain and fancy styles in Satin, Moire and Taffeta, black and colors, plaids and stripes, up to 6 inches in width and regularly sold at 40c and 50c per yard-during this

Corsets

All our \$1.25 Corsets-"Warner" and "Royal Worcester," in latest spring and summer models, short and long effects, during this sale only 97c

PRICE

For entire stock of Shell Goods, such as Back Combs, Fancy Barrettes, Coronet Braid Pins and Hair Bands. For large lot of Women's Neckwear, such as Jabots, Lace Collars, Chemisettes, Coat and Collar Sets, Lace and Embroidery Frills.

For entire stock of High Class Embroidery Flouncings, from \$3.00 per vard up.

For entire stock of Corset Cover Embroideries. For entire stock of All-over Waisting Embroideries.

For \$12.50&\$13.50 Suits

These are all spring suits in a dozen different patterns and every desirable color. The assortment comprises two and three-piece styles for men and young men. We have all sizes and consider this particular line a splendid investment from every point of view.

\$17.95

For the unlimited pick of any men's and young men's \$22.50 and \$25 Suit in stock-Consisting of two and threepiece styles in "High Art" and "Sophomore" garments in a magnificent collection of weaves. Every wanted color is here. Variety enough to please the most exacting.

OUR ENTIRE STOCK OF 25c

AND 35c NECKWEAR-Such as

bows and four-in-hands, black,

solid colors and fancies-in this

ALL OUR 50c AND 75c FOUR-

IN-HANDS-Silk, satin and eroch-

eted effects of every hue-in this Sale at, choice......39¢

MEN'S WHITE LINEN HAND-

KERCHIEFS-Regular 25c ones,

absolutely pure linen, hemstitched.

wide and narrow hems-in this

'ARROW" BRAND COLLARS-

Every style and size, genuine 4-

\$24.95

For the free and unrestricted choice of any men's \$32.50 and \$35.00 Suit in the House-All "Sophomore" models that have every earmark of the custom tailor's Art. Cleverly designed garments in a score of exclusive worsted materials and fashionable colorings.

MEN'S 50c IMPERIAL SUS-

PENDERS-Made of light weight

Lisle Webbing, strong leather ends

-in this Sale for 19¢

MEN'S "PRESIDENT" SUSPEN-

DERS-Known far and wide as

the greatest 50c value on the

market-here in this Sale for 33¢

MEN'S \$1.25 AND \$1.50 PAJAMAS

-A large assortment, made of

either plain or striped Madras, al

sizes-in this Sale for 95¢

McDONALD'S UNION MADE NEGLIGEE SHIRTS-Made of

solid blue Chambray Gingham in

complete range of sizes, best \$1.00



25%

Men's Felt Hats

Straw Hats

2) PER CENT. DISCOUNT ON BALANCE OF FURNISHING GOODS ITEMS

WOMEN'S EXTRA FINE QUALI-

TY SILK HOSE-Regular \$1.25

and \$1.50 sorts, in black and every

desirable color, some all silk

dependable stockings that will pos-

after washing-in this Sale,

others with lisle top and lisle feet,

sess their intrinsic value even

A LARGE LOT OF CHILDREN'S

AND MISSES' BLACK LACE

HOSE-Real, imported goods,

Hermsdorf dye, sizes 6 to 8, for-

WOMEN'S 20c SWISS RIBBED

merly sold at 50c-Sale Price.

Not just a few odds and

ends, but our entire stock of \$17.50 and \$20.00 Clothes at the small sum of \$13.95. "High Art" and "Sophomore" garments, two and three-piece styles, in a vast number of fancy mixtures, plaids and stripes, in the season's most approved models.

\$19.95

For your unlimited pick of any men's or young men's \$27.50 and \$30.00 Suit in stock - Three-piece garments that represent the very acme of high class ready-towear apparel. "Sophomore" clothes in a banner collection of fancy weaves and fashionable colorings.

\$11.95

For free and unrestricted choice of any men's or young men's \$15.00 and \$16.50 Suit in the house-Including "High Art" and "Sophomore" clothes, excellent examples of faultless tailoring in a broad range of weaves and patterns.

TROUSERS.

MEN'S 25c FANCY LISLE HOSE -Plaids and stripes in a bountiful this Sale 3 PAIRS FOR 50¢

A LOT OF MEN'S BALBRIGGAN UNDERWEAR-Best 25c goods in nearly all sizes, shirts and drawers -in this Sale, each......19¢

POROS KNIT MESH UNION SUITS-Have short sleeves and knee drawers, best \$1.00 garments in this Sale, suit......69¢

ALL OUR \$1.25 AND \$1.50 GOLF brands in a formidable range of patterns and colorings-in this Sale MEN'S 50c WORK SHIRTS-Just light colors, in every size, well made-Sale Price......39¢

"CLUETT" \$1.75 TO \$2.00 SHIRTS -In white and colors, plain and fancies, regular and coat stylesin this Sale for \$1.39

MEN'S BLACK AND TAN HALF HOSE-Seamless, fast dye, all sizes, regular 10c kinds-in this Sale only......5¢

A WHOLE TABLE FULL OF 50c UNDERWEAR-Various lines, such as Gauze Knit Mesh, Balbriggan and Filet styles, every size in either shirts or drawers-in this Sale, choice......39¢

Small Wares

3c Spool Darning Cotton 5c Paper Pins 21/20

5e eard Safety Pins...3c 5c card Hooks and Eyes,

3c package Wire Hair

10c and 15c Japanese 10c Hemstitched Hand-

kerchiefs5c 15c size Cube Pins. .71/2c

Crowley's 15c Lace Pin ' Books10c Colgate's and Mennen's

Talcum Powder, per 35e Skirt Markers 23c

25c Embroidered Wash Belts, with Pearl buckles10c

35e and 40e Dressing Combs unbreakable 23c 75c Cloth Brushes, war-

ranted solid back . . . 39c

25%

Discount on Entire Stock of

Trunks and

Suit Cases

Muslin Underwear

ply linen-in this Sale at.... 10¢ garments-in this Sale for... 69¢

SUITS. NIGHT GOWNS AND PETTICOATS-Garments made of Longcloth, Nainsock and Cambric, trimmed in various pretty manners in this Sale, choice 69¢

WOMEN'S \$2.00 AND \$2.25 PET-TICOATS, NIGHT GOWNS AND COMBINATION SUITS-Elaboratetrimmed undergarments, made of excellent summer materialsduring this Sale, choice. \$1.49

DRAWERS-Ruffle trimmed in in this Sale, pair 15¢

WOMEN'S \$1.00 COMBINATION II WOMEN'S 35c AND 40c CORSET COVERS AND DRAWERS-Dozens of different styles, lace and embroidery trimmed-during this Sale, choice......19¢

> WOMEN'S 65c AND 75c CORSET COVERS AND DRAWERS-A large assortment of desirable styles, mostly trimmed in broad needelwork, all sizes-in this Sale, choice39¢

> CHILDREN'S 15c MUSLIN sizes 2 to 14 years-in this Sale

DRAWERS-Have neat ruffle, VESTS-With crocheted lace yoke, 4 PAIRS FOR 25¢

20 Per Cent Discount on Balance of Stock.

Hosiery and Knit Underwear

LARGE LOT OF WOMEN'S EXTRA LARGE SIZE VESTS AND PANTS-For stout women: vests with large armholes and taped, umbrella style pants trimmed with broad Torchon Lace, actual 60c to 75c values-in this Sales, choice......43¢

ABOUT 53 DOZEN OF WOMEN'S 35c AND 40c SWISS RIBBED VESTS-Odds and ends of a dozen different lines; some siceveless, others high neck with short sleeves, a great many of them with Baby Irish Lace yoke, white and colors-in this Sale, choice ... 236 WOMEN'S 25c JERSEY RIBBED DRAWERS-Umbrella style, trimmed in broad crochet lace-Sale

WOMEN'S 35c UNION SUITSumbrella style pants-during this

ALL OUR WOMEN'S 65c AND 75c GAUZE LISLE HOSE-In black and colors, plain and embroidered, including some homespun silk stockings-during this Sale, choice......43¢ WOMEN'S BLACK AND TAN

ways 10c-for this Sale only ... 7¢ WOMEN'S BEST 25c HOSE-In and "Peerless" dye-in this Sale, limit 3 pairs to each person, per

COTTON . HOSE-Seamless, al-

CHILDREN'S AND MISSES' BLACK COTTON HOSE-Seam less, silk finished, sizes 5 to 9 1-2c, regular 12 1-2c and 15c values-in this Sale, pair 10¢

CHILDREN'S "ACORN" UNDER-WAISTS-"Nazareth" style, for all ages, regular 20c values-for this Sale only 10¢

CHILDREN'S AND MISSES SUM-MER VESTS-Regular 12 1-2c and 15e grades, low neck and sleaveless, taped, all sizes-during this Sale only9¢

WOMEN'S 12 1-2c AND 15c SUM-MER VESTS-Sleeveless and low neck, armholes and neck taped-in this Sale..... 3 FOR 25¢

20 PER CENT. DISCOUNT ON BALANCE OF STOCK, EXCEPTING "CADET" HOSIERY.

Big Savings on

Our entire stock of Boys' Suits reduced during this Sale one-third-like this:

\$3.00 Suits now.....\$2.00 \$5.00 Suits now \$3.34 \$4.00 Suits now \$3.34 \$6.00 Suits now \$4.00 \$7.50 Suits now \$5.00 \$10.00 Suits now.....\$6.67

A MONSTER LOT OF PLAIN 124-INCH SHEPI AND FANCY SILKS-Including TAFFETA SIL Best 5c dozen Pearl But- foulard style Seco Silk, Shantung and \$1. to 27 Inches in width and usually

> Sale, choice, yard......33¢ A BIG LINE OF 36-INCH TAF-FETA SILKS-Regular \$1.25 goods in plain black and chantecler ef- OUR ENTIRE ST

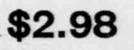
retailed at 50c and 65c-in thi

fects-during this Sale, yard 79e AGE." "CZARINA" A BIG LOT OF 75c AND \$1.00 SILK-An aggreg SHANTUNG PONGEE-Real silk, \$1.50 silk

in a host of popular colors, 27 in- representing ches wide-in this Sale only, yard49¢ during this Sale

"Queen Quality" Fo

Our entire stock of \$3.50 and \$4 "Queen Quality" Shoes, Oxfords and Pumps-In either black. tan or champagne; all sizes-not odds and ends or job lots, but our regular stock; during this sale. at, choice





LINEN HUCK

TURKISH TOW

Bedding and Ho

REGULAR 12 1-2c AND 15c PIL- REGULAR \$1.50 LOW CASES-Sizes 42x36 and 45x NAPKINS-N 36, a good grade, have broad hem- strictly pure in this sale, each......9¢ "ACORN" AND "PEPPERELL" 18-INCH LINE SHEETS-For double beds, size 72 and checked, sa

x90, torn and ironed, the very best \$5c sheet on the market-Sale price69c \$1.25 AND \$1.50 HONEYCOMB EXTRA LARGE BED SPREADS-Pearl hemmed full size and nice patterns-in this

sale, only99eFINEST \$1.25 TABLE DAMASK-Full bleached and silver bleached. Irish and German made, newest designs, 72 inches wide-duirng

ONE LOT OF \$3.00, \$3.25 AND BEST 600 PAIR \$3.50 DAMASK DINNER NAP-

KINS-Irish and German made, heavy, white or full 3-4 size, beautiful designs-in this Sale, dozen \$2.39 each ...

